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**Listing of Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the subject application:

Claims 1-10 (canceled).

11. (currently amended) An ink-jet recording apparatus comprising:

a containing member which contains a recording medium which has a base member and granular material coated on both sides of the base member, and roughness of the surfaces of the recording medium coated granular material is smaller than the roughness of the base member;

a printing unit comprising an ink-jet recording head which jets recording liquid onto the recording medium;

a conveyance unit and a conveyance path for conveying the recording medium, one side of which has been already printed, into the printing unit again in order to print an image onto the other side thereof; and

said ink-jet recording apparatus enables the printing unit to print images on the recording medium such that the vertical orientations of the images printed on both sides of the recording medium coincide with each other,

wherein:

said ink-jet recording apparatus has a memory for storing a page of image data that is used for printing image on the back side of the recording medium, front side of which has been already printed; and

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said ink-jet recording apparatus sends the image data to the ink-jet recording head in the reverse order so that the image data is printed on the back side of the recording medium from bottom to top direction.

Claims 11-21 (canceled).

22. (new) The ink-jet recording apparatus as claimed in claim 11, wherein top and bottom of the image on the front side of the recording medium coincide with top and bottom of the recording medium, and top and bottom of the image on the back side of the recording medium coincide with the top and bottom of the image on the front side of the recording medium.

23. (new) An ink-jet recording apparatus comprising:  
a printing unit comprising an ink-jet recording head which jets recording liquid onto a recording medium;

a memory for storing a page of image data that is used for printing image on a back side of the recording medium, a front side of the recording medium having already been printed; and

a conveyance unit and a conveyance path for conveying the recording medium, the front side of the recording medium having been already printed, into the printing unit again in order to print an image onto the back side of the recording medium,

wherein:

said ink-jet recording apparatus sends the image data for the back side to the ink-jet

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recording head in the reverse order so that the image data is printed on the back side of the recording medium from bottom to top direction, and

the vertical orientations of the images printed on the front and back sides, respectively, of the recording medium coincide with each other.